PEOPLE ON THE MOVE

Pioneer executive VP **Takashi (I'en) Kai** relocates to Pioneer headquarters in Tokyo; **Masaru Saotome** replaces Kai as executive VP, home electronics div.

Sharp names **John Widlicka** marketing director, **Stanley Wasser** general manager, of Personal Home Office Electronics Division.

Whistler Corp. names **Charles Stott** Pres./CEO.

Aiwa America appoints **Shigeru Inagaki** chairman. **Tony Utsonomiya** succeeds Inagaki as pres.

Northwestern Bell Phones names **Logan Davis** VP, sales and marketing.

Marketing VP **Tony Mirabelli** leaves NEC Home Electronics. NEC's Mobile Radio div. appoints **Bruce McClelland** director of marketing/sales, and **Cyndi Fischer** national marketing manager.

Stott

Utsonomiya

McClelland

Amanuma

Ricoh appoints **Howard L. Gruder** director of marketing and sales, video products.

Sony promotes **Akihiko Amanuma** to VP, design.

Robert Wrona joins Kraco Enterprises as director, marketing.

Changes at CBS/Fox—**Michael Dunn** named marketing manager; **Lori Feldman**, assoc. director, advertising; **Allyson Johnson**, assoc. director, video; **Ken Horowitz**, director, acquisition planning.

Orion names sales force: **Gary Costello**, south; **Kari Difani**, west coast; **Herbert N. Dorfman**, east coast; and **Michele Wiberg**, midwest. Also, **Matthew Peacock** appointed product manager.

Changes at MCA: **Sondra Berchin** appointed executive VP, MCA Home Entertainment; **Louis Feola**, senior VP, marketing, MCA Home Video.

Magnum Entertainment appoints **Danny Kopels** executive VP/COO.

J2 Communications names **Michael Weiss** director, marketing.

William Foley named VP of Vi Tel.

N.A.P. Consumer Electronics Corp. appoints **John F. Williams** national audio sales manager for Magnavox.

Laura Brown Barnes joins International Jensen as product manager.

David Escamilla becomes district sales manager, southern California, at Tatung.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
August 1987 vs. August 1986
(In Units)

	August 1987	August 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,587,690	1,391,391	+14.1	11,599,845	10,753,285	+ 7.9
Monochrome	270,623	292,934	– 7.6	1,932,038	2,323,584	–16.9
TOTAL TV*	**1,858,313**	**1,684,325**	**+10.3**	**13,531,883**	**13,076,869**	**+ 3.5**
Projection TV	27,555	24,384	+13.0	159,407	168,152	– 5.2
Color TV with Integral MTS** (Built-in stereo)	341,088	243,611	+40.0	2,205,120	1,705,461	+29.3
Home VCR	1,019,411	880,797	+15.7	7,626,346	7,430,067	+ 2.6
Camcorders***	96,442	87,182	+10.6	796,065	573,767	+38.7

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
****Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

J. Peter Hughes named president, Magic Chef International. Also, **S.B. "Skeet" Rymer, Jr.** announces his retirement as chairman and CEO. He continues as a member of Maytag's board of directors and as chairman of the Magic Chef Foundation.

Whirlpool names **Janice D. Stoney** to board of directors and **Kendall J. Kessler**, director, customer assurance. **Stephen Breunling** replaces Cloud as director, distribution operations in physical distribution. **Thomas R. Young** promoted to VP, information and marketing services for Whirlpool Acceptance Corp.

Maycor Parts & Service names regional service managers: **Jake Baker**, southeast; **Jack Brookhouse**, Dallas; **Doug Evink**, Minneapolis; **Thomas K. Greenlund**, west; and **Mike Twaddle**, northeast.

Breunling

Stoney

Amana appoints **Jeffrey Vaughan** product manager.

Emerson Electric names **D.L. Seals** to VP, components.

Modern Maid appoints **Sid Stahl** district sales manager for Los Angeles County, Ventura and Santa Barbara.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) August, 1987

	August 1987	August 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**3,934.0**	**3,734.4**	**+ 5.3**	**32,223.4**	**29,751.2**	**+ 8.3**
COOKING — TOTAL	**1,249.4**	**1,302.8**	**– 4.1**	**9,701.0**	**9,649.7**	**+ 0.5**
Electric Ranges — Total	289.7	271.0	+ 6.9	2,210.2	2,138.0	+ 3.4
Free Standing	232.5	224.4	+ 3.6	1,778 6	1,754.9	+ 1.4
Built-In	57.2	46.5	+23.0	431.5	383.1	+12.6
Microwave Ovens/Ranges**	977.5	1,045.5	– 6.5	7,607.9	7,631.8	– 0.3
HOME LAUNDRY — TOTAL	**901.1**	**856.1**	**+ 5.3**	**7,004.8**	**6,387.0**	**+ 9.7**
Automatic Washers	519.7	500.1	+ 3.9	3,982.3	3,716.1	+ 7.2
Dryers — Total	381.4	356.0	+ 7.1	3,022.5	2,670.9	+13.2
Electric	294.4	276.8	+ 6.4	2,351.7	2,092.6	+12.4
Gas	87.0	79.2	+ 9.8	670.8	578.3	+16.0
KITCHEN CLEAN UP — TOTAL	**708.8**	**721.0**	**– 1.7**	**5.751.1**	**5,398.2**	**+ 6.5**
Disposers	357.3	363.9	– 1.8	2,938.6	2,758.8	+ 6.5
Dishwashers — Total	335.4	339.2	– 1.1	2,667.8	2,518.3	+ 5.9
Built-In	314.2	315.9	– 0.5	2,507.8	2,362.6	+ 6.1
Portable	21.3	23.3	– 8.6	160.1	155.7	+ 2.8
Compactors	16.1	17.9	–10.1	144.6	121.1	+19.4
FOOD PRESERVATION — TOTAL	**838.1**	**727.1**	**+15.3**	**5,718.0**	**5,292.5**	**+ 8.0**
Refrigerators	700.5	605.0	+15.8	4,832.8	4,419.7	+ 9.3
Freezers — Total	137.6	122.0	+12.8	885.2	872.8	+ 1.4
Chest	73.1	63.2	+15.7	488.7	469.4	+ 4.1
Upright	64.5	58.9	+ 9.5	396.5	403.4	– 1.7
HOME COMFORT — TOTAL	**236.7**	**127.4**	**+85.8**	**4,048.5**	**3,023.9**	**+33.9**
Room Air Conditioners	195.8	88.8	+120.5	3,385.0	2,517.4	+34.5
Dehumidifiers	40.9	38.6	+ 6.0	663.6	506.5	+31.0
GAS RANGES***	**152.8**	**155.8**	**– 1.9**	**1,329.3**	**1,208.7**	**+10.0**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.
****Source: AHAM (Assn. Home Appliance Manufacturers).

NOTE

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January 1988/$7.00

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

MAKING THE RIGHT MOVES

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Motivation Magic
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The Power Retailers

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The Best Of What's New at CES

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Year of the Bottom Line

GAZING into the consumer electronics/major appliances crystal ball is a risky business, but amidst the haze, some things seem clear.

From our vantage, 1988 is shaping up to be another year of adjusting to external, economic forces. This year, as last, currency downshifts will influence manufacturing and buying decisions. The only difference is after two years of a weak dollar, alternate production sources in Korea, Taiwan and Singapore may have been exhausted.

Which makes us wonder where manufacturers can turn to absorb increased production costs. Only two solutions are reasonable. The first is local (U.S.) manufacturing. If the yen appreciates another 10-15 percent from its current level (135 to the dollar as of this writing) we might all consider a mid-career move into commercial real estate because off-shore suppliers will trip over one another in the rush to construct new U.S factories.

The real answer, however, is to pass along increased production costs to the consumer in the form of higher retail prices. While this has been discussed often before, the front-page news in 1988 will be that price increases stick, as retailers with overhead 20-25 percent above product cost finally realize they can't get by on 15 percent margins.

Stung by shrinking margins, consumer electronics retailers take a new, longer look at major appliances in 1988.

Superstore outlets, with enough floor space to handle additional product categories, not only jump into the appliance business but add home office and telecommunications products,too.

Turning to product development, we see few dazzlers in the 1988 portfolio. Update rather than redesign is the engineering theme this year, again, a result of iffy currency rates and rising costs.

That doesn't mean we'll see limp-wristed product performance. Super VHS video, voice chip phone answerers and digital audio (on disc and, it is hoped, cassette) provide assurance that manufacturers have not decided to turn back the calendar.

Nevertheless, new technology will not take center stage this year. Instead, at all levels of the industry, 1988 will be the year of the bottom line, with refreshing new emphasis on profits, return on investment and asset management.

It's long overdue.

Murray Slovick

January 1988
Volume 30, No. 1

Dealerscope Merchandising

Page 10

Page 149

How to WIN in '88!

DEPARTMENTS

Periscope	5
Newswatch	10
New Products	
Mobile Electronics	66
Cellular Phones	67
Home Office	80
Projection TVs	86
Video Software	114
Video	116
Audio	140
Batteries	142
Accessories	145
Satellite TVs	163
Microwaves	173
Major Appliances	176
Electronics Merchandising	113
Industry Perspectives	118
Line Intros	132
Ads That Work	150
Marketing Tips	160
Statwatch/People	
Consumer Electronics	155
Major Appliances	189
Retail Hall of Fame	164
Calendar	166
Classified	191
Ad Index	192

● Telemarketing: A Primer	12
● Motivation Magic	16
● Dealers to Watch	20
● Best Buy: Superstore Success	30
● How to Sell Up	34
● Design to Boost Sales	36
● The Portable Store	44
● A View from Wall Street	50
● Use the New Tax Law to Sell	57
● There's $$ in Cellular	59
● 10 Keys to Good Salesmanship	84
A Salute to Jack Wayman	26
Bring Up the House Lights	40
HOME OFFICE RETAILING	70
MAJOR APPLIANCE MARKETING	170
Microwave Trends	171
Distributors Outlook	174
Builders Show Preview	177
Technology Keeps the Range Market Hot	187

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Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

Uniden Corporation of America, satellite technology group, promotes **Susumu Ohashi** to VP, sales and marketing.

Changes in Yamaha's U.S. electronics management team: **Michio Kondo** named chairman of the board and CEO; **Donald Palmquist** president and COO; **Katsuyama Nakahama** executive VP, marketing; **Luther Hudson** senior VP and secretary/treasurer; and **Steve Girod** VP, marketing.

Bush Industries promotes **Lloyd Maxson** to VP, marketing.

Max Toy becomes president and CEO, Commodore Business Machines,Inc., U.S. sudsidiary of Commodore International Limited.

Analog and Digital Systems, Inc. (a/d/s) appoints **Peter T. Sabin** assistant VP, home products division.

Kondo

Palmquist

Girod

Windle

GTE promotes **James Locker** to VP, sales and marketing, and **Theresa Conetta** to marketing director.

Cobra Consumer Electronics Group of Dynascan Corp. names **William J. Cole** to VP, engineering.

MCA Home Entertainment appoints **Suzie Peterson** VP, production/development.

Masatoshi Kawasaki promoted to president Mitsubishi Electronics America, and **Takeshi Sakurai** appointed pres. Mitsubishi Electric America. Also, **Kenji Kitamura** named pres. Mitsubishi Electric Sales America, chairman Mitsubishi Electric America and pres. Diamondvision.

U-Line Corp. appoints Chip Uihlein VP.

Allan Schlosser, joins Wolf Trap Foundation as senior VP, public affairs.

New officers elected to Electronic Industries Assn.: **John F. Mitchell**, pres.and CEO, Motorola Inc., is now chairman and **William G. Little,** pres., Quam-Nichols Comp., Inc., now vice chairman. **Jack Wayman**, ex-senior VP, leaves after 25 years with EIA and 40 years in the consumer electronics industry.

CBS/FOX Video promotes **Chris Windle** to VP, international marketing, and **Francesca Barra** to VP, international program acquisitions.

Canon U.S.A. names **Evertt "Sparky" Wren** VP and general manager, video products division.

Changes after Sanyo-Fisher merger: **Howard Ladd**, Sanyo Fisher chairman and Fisher pres., retires; **Hiro Arimoto** retains duties of pres. and CEO, Sanyo Fisher (USA); **Bill Byron**, pres., Sanyo consumer electronics division, becomes vice chairman, Sanyo Fisher (USA); **David Karron,** senior VP, Fisher, heads the Fisher sales group; and **Gary Hodge**, senior VP, Sanyo, heads the Sanyo sales group.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
October 1987 vs. October 1986
(In Units)

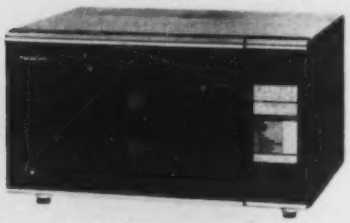
	October 1987	October 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,908,263	1,784,752	+ 6.9	15,677,452	14,516,937	+ 8.0
Monochrome	456,944	345,715	+32.2	2,890,848	3,132,956	– 7.7
TOTAL TV*	**2,365,207**	**2,130,467**	**+11.0**	**18,568,300**	**17,649,893**	**+ 5.2**
Projection TV	41,031	34,437	+19.1	235,163	242,507	– 3.0
Home VCR	1,516,339	1,387,602	+ 9.3	10,666,213	10,247,794	+ 4.1
Camcorders**	181,858	143,926	+26.4	1,169,486	840,761	+39.1

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
****Source: Electronics Industries Association Consumer Electronics Group.

Panasonic Microwave

Panasonic presents the NN-5507A compact microwave with variable power level settings (200-



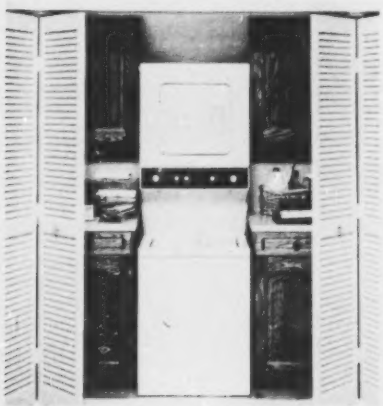
Panasonic NN-5507A microwave

600 watts). The 0.7 cu.-ft. interior features a Cook-A-Round turntable, multi-function digital clock readout and stand/timer. It also features Auto Reheat, Auto Weight Cook and Froz-Cook, and a third memory level. It retails for $219.95.

Check 181 on Free Information Card

KitchenAid Laundry Center

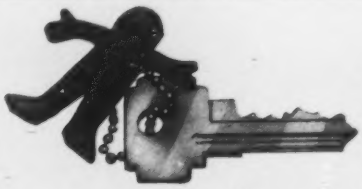
KitchenAid presents the KELC500 laundry center which is only 24" wide. The dryer features a 3.4 cu.-ft. drum and has four drying cycles (regular/heavy, permanent press, time-dry and air-tumble) and



KitchenAid KELC500 laundry center

a custom dry control. The washer features seven automatic cycles, four wash/rinse water-temperature combinations, easy-to-clean lint filter, two wash and two spins speeds, sure scrub agitator, and a wide-opening top. Retail price is available upon request.

Check 182 on Free Information Card



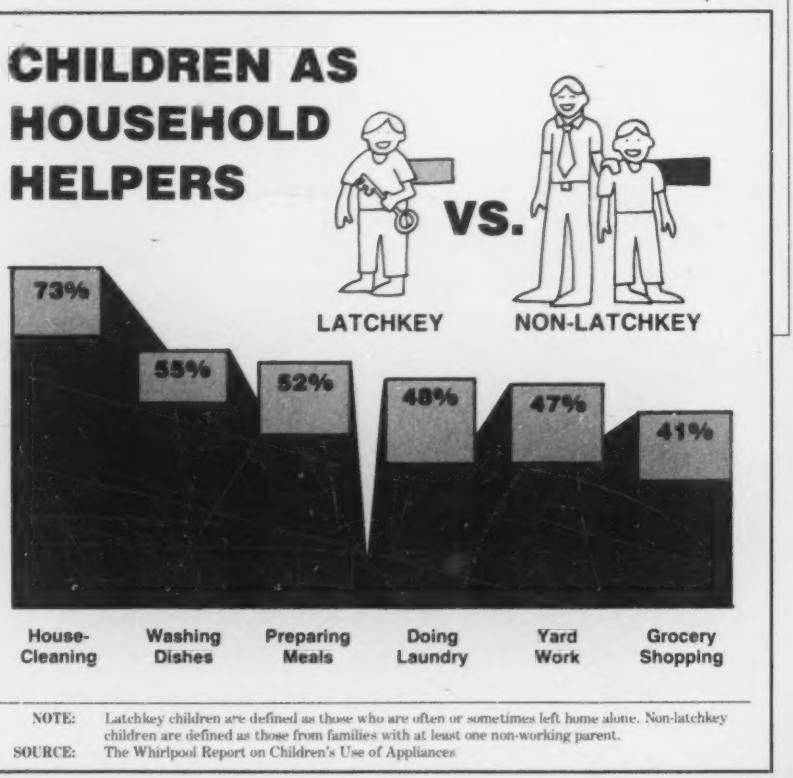
Project
HOME SAFE
CHILDREN IN SELF-CARE

Whirlpool Locks in on Latchkey Children

THE WHIRLPOOL Foundation has joined forces with the American Home Economics Association to help communities solve school-age child-care problems. "Most home appliances are very safe, but problems can arise if children misuse them," says Joy Schrage, general manager, Whirlpool Appliance Information Service. "Children are using major home appliances often, and frequently without adult supervision."

Project Home Safe teaches children how to behave safely and productively, while helping parents find alternatives to leaving children unsupervised. The program provides training materials for children and adults, a nationwide toll-free information hot line, a national resource center, and research on school-age child-care programs.

The Whirlpool Foundation was founded in 1951 by the Whirlpool Corp. Since its conception, it has made grants totaling more than $30 million to a broad range of non-profit organizations and charities. With funding from Whirlpool, the Foundation aims to deal with one of our nation's most widespread social problems: how to improve the quality of life for latchkey kids, their families and their communities.



PEOPLE ON THE MOVE

John Rusk joins Conair as VP, purchasing and planning.

Whirlpool Corp. promotes **Mark W. Wilson** to merchandising manager, kitchen products, and **Bradley H. Wire** to merchandising manager, freezers and room air conditioners. Also, **David R. Whitman** named chairman of the board. Whitman replaces **Jack D. Sparks** upon his retirement. **Stephen E. Upton**, senior VP, corporate communications, education and government affairs, also retires.

Rusk

Whitman

Sharp Electronics promotes **Richard Gedman** to operations manager, sales and marketing, home appliance division, and **Michael Williamson** to national sales manager, home appliance division.

Speed Queen appoints **Dan Thomas** manager, product marketing.

Charles Farrell appointed president of Thermador/Waste King.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export) August, 1987

	October 1987	October 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**4,047.2**	**4,222.9**	**- 4.2**	**40,416.6**	**38,038.7**	**+ 6.3**
COOKING — TOTAL	**1,606.1**	**1,569.2**	**+ 2.4**	**12,788.4**	**12,731.7**	**+ 0.4**
Electric Ranges — Total	307.4	321.5	- 4.4	2,806.3	2,757.3	+ 1.8
Free Standing	248.3	263.2	- 5.7	2,260.4	2,266.4	- 0.3
Built-In	59.1	58.3	+ 1.4	545.9	490.9	+11.2
Microwave Ovens/Ranges**	1,318.2	1,264.4	+ 4.3	10,138.2	10,127.2	+ 0.1
HOME LAUNDRY — TOTAL	**899.8**	**1,059.5**	**-15.1**	**8,950.8**	**8,408.3**	**+ 6.5**
Automatic Washers	496.8	599.7	17.2	5,075.0	4,869.8	+ 4.2
Dryers — Total	403.0	459.7	-12.3	3,875.9	3,538.6	+ 9.5
Electric	310.0	352.7	-12.1	3,008.1	2,764.0	+ 8.8
Gas	93.0	107.0	-13.1	867.7	774.6	+12.0
KITCHEN CLEAN UP — TOTAL	**810.9**	**812.7**	**- 0.2**	**7,337.1**	**6,995.4**	**+ 4.9**
Disposers•	436.5	404.3	- 8.0	3,787.2	3,584.2	+ 5.7
Dishwashers — Total	355.0	386.2	- 8.1	3,364.8	3,250.3	+ 3.5
Built-In	329.6	361.0	- 8.7	3,155.6	3,048.5	+ 3.5
Portable	25.3	25.2	+ 0.4	209.2	201.8	+ 3.7
Compactors•	19.5	22.1	-11.8	185.1	160.9	+15.0
FOOD PRESERVATION — TOTAL	**638.6**	**704.6**	**- 9.4**	**7,085.3**	**6,705.1**	**+ 5.7**
Refrigerators	551.8	610.8	- 9.7	6,003.9	5,627.5	+ 6.7
Freezers — Total	86.7	93.8	- 7.6	1,081.3	1,077.6	+ 0.3
Chest	46.0	51.9	-11.4	592.4	580.8	+ 2.0
Upright	40.7	41.9	- 2.9	488.9	496.8	- 1.6
HOME COMFORT — TOTAL	**91.8**	**77.0**	**+19.2**	**4,255.0**	**3,198.2**	**+33.0**
Room Air Conditioners	83.6	60.2	+38.9	3,561.3	2,666.8	+33.5
Dehumidifiers•	8.2	16.8	-51.2	693.7	531.4	+30.5
GAS RANGES***	**203.1**	**182.2**	**+11.5**	**1,739.1**	**1,580.1**	**+10.1**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.
****Source: AHAM (Assn. Home Appliance Manufacturers).
• Current month figures are preliminary.